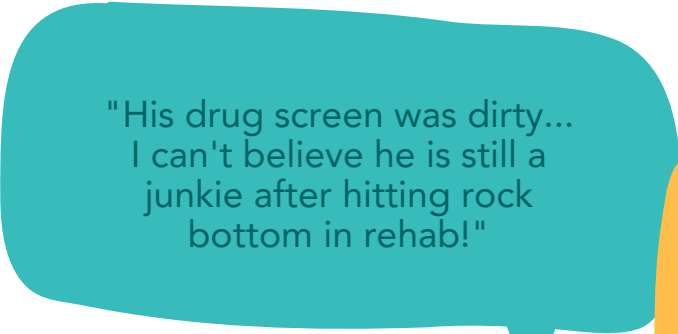



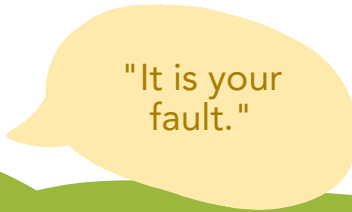
OUR WORDS MATTER.



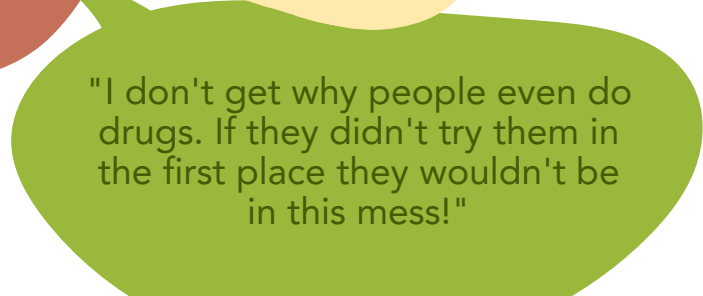
"His drug screen was dirty...
I can't believe he is still a
junkie after hitting rock
bottom in rehab!"



"My friend's
been clean
for years
after finally
coming to
her senses!"



"It is your
fault."



"I don't get why people even do
drugs. If they didn't try them in
the first place they wouldn't be
in this mess!"

Not everyone knows the words they use to talk about addiction can lead to labeling, stereotyping, and judgement. Reducing stigma is important in helping those experiencing addiction get the treatment and care they need for lasting recovery.



DO SAY



Person living with/experiencing addiction

Chronic disease, substance use disorder

Treatment, care, counseling, or recovery

Maintained recovery, addiction-free

Positive drug screen

Setback, recurrence



DON'T SAY

Abuser, addict, junkie, user

Habit, choice, moral failing, problem

Rehab or rock bottom

Clean, cleared, sober

Dirty, hot, or failed drug screen

Failed, relapse, non-compliant